

MARKET RESEARCH

Many businesses go round in circles when it comes to marketing. We have probably all tried various aspects of marketing, which have and haven't worked for us, and were no doubt all aware that often the most expensive route isn't necessarily the right one.

WHAT IS MARKETING?

Lets start by looking at what marketing is all about:

ANTICIPATING, IDENTIFYING AND SATISFYING CUSTOMER NEEDS (PROFITABLY)

This means being pro active, looking at what your customers want before they want it and identifying a product/treatment that they want and satisfying their needs. Good marketing involves marketing a product or treatment in such a way that the customer will want it.

SEEING THE BUSINESS THROUGH THE CUSTOMER'S EYES

This is so important. When we market at Calbrook, we look through the eyes of a beauty therapist or nail technician and ask the following questions: what do they want from the product, what will it cost them and theirs clients, what is unique about it, and will it fit in with the experience they are crating for their clients?

SOLVING CUSTOMER'S PROBLEMS PROFITABLY

There are always so many new products on the market and its easy to rush into buying new ones without researching the industry and seeing what your customers want first. Make sure you distinguish between what is good for you and what's good for your client. Speak to your best clients about a new product and see what they think, or speak to other professionals in the industry for their opinion.

NAILING MARKETING

Three questions you should ask yourself when deciding what kind of marketing works for you are:

- * Where do you get your results?
- * Where do you spend your time and money?
- * Where should you spend your time and money?

At Calbrook, we have a selection of marketing tools available to our customers that will help them promote Calgel in their business, whether they are a mobile technician or a salon owner. Don't be afraid to ask your suppliers for marketing help.

(As seen in June 2006 Professional Nails)

